



VISUAL PREFERENCE SURVEY RESULTS

Overview

At the January 6 meeting, the members of the Planning and Zoning Commission participated in a "visual preference survey" where they looked at images of different types of residential development and indicated which ones they had a "positive" impression of and a "negative" impression of.

This booklet organizes and presents those results for the types of residential development provided for in the Incentive Housing Zone (IHZ) program:

- Single family development at a minimum density of 6 units/acre,
- Duplex or townhouse development at a minimum density of 10 units/acre, and
- Mixed use or multi-family development at a minimum density of 20 units/acre.

On the following pages, the left hand page presents:

- The images at the January 6 meeting rated most favorably and some of the characteristics which appear to be reflected in the favored images, and
- The images rated most unfavorably and some of the characteristics which appear to be reflected in the unfavored images.

On the right hand page are some images from a book entitled "Visualizing Density" (Lincoln Institute of Land Policy, 2007) which provides some additional images from areas around the country with similar densities.

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Before the meeting on March 17:

- **Review this booklet**
- **Decide if the visual preference results reflect what you feel could be appropriate in East Hampton**

At the meeting on March 17, please be prepared to discuss desired development patterns for East Hampton.

Single Family Type Buildings

Buildings chosen in January 6, 2010 Visual Preference Survey

FAVORABLE IMAGES



10 VOTES



9 VOTES



9 VOTES



8 VOTES



8 VOTES



8 VOTES



8 VOTES



8 VOTES

Desired Characteristics

1 1/2 to 2 1/2 story tall buildings
Small footprints
Classically proportioned facades
Entrances face the street
Colonnaded entry and porches, pitched roofs
Windows with vertical proportions
Small front yard
Parking on-street or behind buildings

UNFAVORABLE IMAGES



8 VOTES



8 VOTES

Undesirable Characteristics

One type of building
Facades non-descript

Catherine Johnson

Single Family Type Neighborhoods



Sandusky, OH

5.4 units / acre



Radburn, NJ

5.7 units/acre



Huntersville, NC

6.3 units/acre



Boise, ID

7.8 units/acre

Images from "Visualizing Density" (Lincoln Institute of Land Policy, 2007)

Duplex / Townhouse Type Buildings

Buildings chosen in January 6, 2010 Visual Preference Survey

FAVORABLE IMAGES



10 VOTES



9 VOTES



9 VOTES



8 VOTES

Desired Characteristics

- 2 to 3 1/2 story tall buildings
- Classically proportioned facades
- Entrances face the street
- Colonnaded entry and porches
- Windows with vertical proportions
- Small front yard
- Parking on-street or behind buildings

IMAGES WHICH RECEIVED 50% YES VOTES



5 YES VOTES



5 YES VOTES



6 YES VOTES



5 YES VOTES

UNFAVORABLE IMAGES



10 VOTES



9 VOTES



8 VOTES



8 VOTES

Undesirable Characteristics

- Facades non-descript, unarticulated, lacking detail
- Prominent garage-fronted first floor

Catherine Johnson

Duplex / Townhouse Type Neighborhoods



Wyomissing, PA

8.8 units/acre



Sandusky, OH

10.2 units/acre



St. Johnsbury, VT

11.7 units/acre



Longmont, CO

12.3 units/acre

Images from "Visualizing Density" (Lincoln Institute of Land Policy, 2007)

Mixed Use / Multi-Family Buildings

Buildings chosen in January 6, 2010 Visual Preference Survey

FAVORABLE IMAGES



10 VOTES



9 VOTES



9 VOTES



9 VOTES



8 VOTES



8 VOTES



8 VOTES



5 VOTES

Desired Characteristics

- 2 to 3 1/2 tall buildings, close to sidewalk
- Small footprints
- Classically proportioned facades
- Entrances face the street
- 1st floor: more glass than upper floors when retail
- Windows with vertical proportions
- Parking on-street or behind buildings
- Pitched and flat roofs, deep cornices

UNFAVORABLE IMAGES



10 VOTES



9 VOTES



8 VOTES

Undesirable Characteristics

- 5 stories or taller
- Facades non-descript, undertailed, unarticulated

Catherine Johnson

Mixed Use / Multi-Family Neighborhoods



Bridgeport, CT

16.9 units/acre



Boulder, CO

19.7 units/acre



Portland, OR

21.0 units/acre



Boston, MA

27.6 units/acre

Images from "Visualizing Density" (Lincoln Institute of Land Policy, 2007)

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